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April 1, 1957

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Consumer Tests of Regular Blend Marlboro vs.
10% Blended Leaf Marlboro

The Marlboro tests were conducted on a sample of 267 Marlboro smokers and another cross section sample of 287 smokers of other filter tip brands.

The Regular blend was preferred to the 10% BL blend by a significant margin among Marlboro smokers.

Preference of Smokers for Blends (Per Cent)

<u>Blend</u>	<u>Marlboro</u>	<u>Other Brands</u>	<u>Combined</u>
Regular	57 *	53	55 *
10% BL	43	47	45

(* Significantly different from 50-50 chance split.)

The reason for the preference of regular Marlboro over the BL cigarette is not evident in the data. We feel quite certain that the regular Marlboro smokers did perceive a difference in the two cigarettes. It is our opinion that one or two things took place in this test. It is possible that, although they perceived a difference, the consumers were unable to specifically identify, put their finger on, or put into words just what the difference was. Another possibility is that no single quality, in and of itself, was responsible for the perceived difference, but rather a composite of many small differences added to a whole difference. The only statistically significant difference found was that the Marlboro smokers (57%) felt that the regular blend had a better "aftertaste". The other qualities attributed to the regular brand were not statistically different from chance.

Per Cent Attributing to Regular Marlboro

<u>Quality</u>	<u>Marlboro Smokers</u>	<u>Others</u>	<u>Combined</u>
Better aftertaste	59	54	57
Better flavor	55	54	54
More satisfying	54	52	53
Better aroma	55	49	52
Cooler smoking	55	48	52
Better strength	49	55	52
Smoother	53	50	52
Easier drawing	49	49	49

(More)

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-2-

April 1, 1957

On the basis of rather meager evidence, it appears that the BL cigarettes were slightly milder and sweeter than were the regular Marlboros.

	<u>Regular</u>		<u>104 BL</u>	
	<u>Marlboro</u>	<u>Others</u>	<u>Combined Marlboro</u>	<u>Others Combined</u>
Too mild	08	21	09	13
Too strong	29	34	32	33
Too sweet	03	06	05	09
Not sweet	22	26	24	28
			27	28

Two other facts bear mentioning. First, male Marlboro smokers preferred the regular blend to the 104 BL to a greater degree than did male smokers of other brands.

§ Preferring Regular Blend

	<u>Men</u>	<u>Women</u>
Marlboro Smokers	67	52
Other Brand Smokers	45	57

Second, Marlboro smokers of a pack or more per day preferred regular Marlboros more than any other sub group.

§ Preferring Regular Marlboro

	<u>Smoke pack or more</u>	<u>Smoke under pack per day</u>
Marlboro Smokers	64	54
Other Brand Smokers	50	52

It is quite evident from these data that regular Marlboro's margin of preference came from the relatively heavy smoking males of our sample.

END/ak

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